

Birthing a Better Future Art & Science Exhibition Press Release for Brighton Fringe Festival 2019

Hi, I hope you'll be able to use this **Press Release** as a short news item or as the inspiration for an article on this or a related subject. Feel free to email or call me on 07787 122157 if you have any queries.

Exhibition: 3 - 6 May

Venue: Friends Meeting House, Ship Street, Brighton BN1 1AF

FOR IMMEDIATE RELEASE

Contact: Alex Florschutz, 07787 122157 or email alex@zero2expo.com Website: www.zero2expo.com

Birthing a Better Future is the most exciting Art & Science Exhibition you'll ever see and it's coming to the Brighton Fringe 3 - 6 May!

Birthing a Better Future, by Zero2 Expo, is a thought-provoking art and science exhibition designed to raise awareness about the first 1001 critical days from conception to age two of a child's life and we are launching in the Brighton Fringe festival 3 - 6 May!

After the positive response to our successful pilot exhibitions at the Houses of Parliament (2016) and the John Radcliffe Hospital, Oxford (2017/18), it encouraged us to develop the exhibition further and make plans to take it nationwide.

Birthing a Better Future is the culmination of working with 32 artists and 28 scientists and many hours of research to produce a portable exhibition with an empowering message.

Consisting of 18 double-sided banners, covering key topics for contemplation, this exhibition invites you to consider new ways of thinking about pregnancy, birth and parenting. All text is underpinned by expert opinions and scientific research and is accompanied by thought-provoking art.

Science proves beyond doubt how important the 1001 days are for optimum brain development, an outcome which is most readily achieved through exposure to healthy environments and good relationships. These positive early connections last a lifetime, and are vital in creating successful, happy and healthy adults.

In fact statistics show 'perinatal depression, anxiety and psychosis carry a total long-term cost to society of about £8.1 billion for each one-year cohort of births in the UK' which could be significantly reduced if more support is given during these first 1001 days.

We are very lucky that The Lancet has published an official report stating that 80% of people who saw our Oxford exhibition found it had a big effect in raising awareness about the 1001 days. Visitors expressed how they found the exhibitions informative, educational, moving and inspiring, even prompting changes in behaviour.

Alex Florschutz, the founder of Zero2 Expo, is an artist, art psychotherapist, author and curator of the Birthing a Better Future Art and Science Exhibition and campaign. For the last 3 years, she has been working on this project, with a team of top professionals, to

raise awareness about this important time. But more importantly, she is passionately interested in the science and psychology behind pregnancy, childbirth and parenting which is reflected in her artwork.

Exhibition Open on the First Bank Holiday Weekend only: 3 - 6 May

Friday	3rd May:	12 - 5
Saturday	4th May:	9 - 5
Sunday	5th May:	1 - 5
Monday	6th May:	9 - 5

Venue:

Friends Meeting House
Ship Street
Brighton
BN1 1AF

See map: <https://goo.gl/maps/rhh6XrzZqx52>

Visit our website: <https://www.zero2expo.com>

Please help us raise funds for this event on Crowdfunder:

<https://www.crowdfunder.co.uk/birthing-a-better-future-art-science-exhibition>

For more info contact: Alex Florschutz, 07787 122157, alex@zero2expo.com / www.zero2expo.com

Ends

We look forward to seeing you at our exhibition. Any further information, please do not hesitate to contact me.

Best wishes,

Alex

Alex Florschutz, MA

Executive Director

Zero2 Expo

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W. www.zero2expo.com

W. www.florschutz.com

View our exhibition trailers:

Video 1: <https://youtu.be/xX2LNIWunu8>

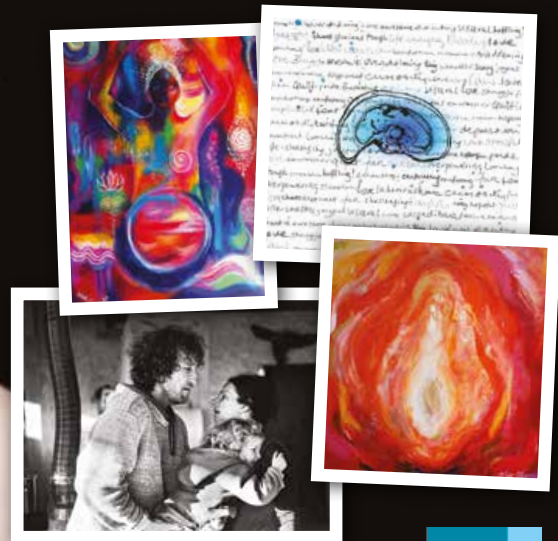
Video 2: <https://youtu.be/wrd0PLyMjtA>



THE MOST EXCITING ART & SCIENCE EXHIBITION YOU'LL EVER SEE

Birthing a Better Future
A thought - provoking insight into the first 1001 days from conception to age two.

3 - 6 May 2019



BRIGHTON FRINGE.



OPEN BANK HOLIDAY WEEKEND

Fri 3rd May: 12 - 5
Sat 4th May: 9 - 5
Sun 5th May: 1 - 5
Mon 6th May: 9 - 5

FILM – FRIDAY 3RD MAY AT 8PM

Steve Biddulph –
The Secret of Happy Children
Time: 8pm - Entry: Donation

EXHIBITION VENUE

Friends Meeting House
Ship Street
Brighton
BN1 1AF

zero2expo.com



@Zero2Expo



Mother & Child by Richard Ansett



All Creation Groans by Amanda Greravette